



OD audio library offers key business titles

Would you like to brush up on your leadership skills and be a peak performer? Are your skills in demand? Do you want to learn more, try different leadership styles, develop business models, discover new approaches for better business concepts and be more effective and influential? Then Organizational Development is offering you just the program for learning about exciting new methods and technologies!

OD's collection of audio discs offers titles that you can enjoy at your convenience and at no charge. Each summary lasts 45 minutes – much less time than the 10 to 15 hours required to read and comprehend most business books. Below are short descriptions of these CDs. To borrow one, please contact Cindy Shaw at 335-5283 or shawc@michigan.gov.

Good to Great by Jim Collins: A merely good company can become a great company. Collins and his team sorted through a list of 1,435 companies, looking for those that substantially improved their performance. The team settled on 11 – including Gillette, Walgreen's and Wells Fargo – and discovered common traits that challenge the conventional beliefs of corporate success.

The 7 Habits of Highly Effective People by Stephen R. Covey: *Be proactive. Begin with the end in mind. Put first things first. Think win-win. Seek first to understand, then to be understood. Synergize. Sharpen the saw.* Covey explores the habits that lead to effectiveness. These habits apply at all levels of leadership: personal, interpersonal, managerial and organizational.

The 80/20 Individual by Richard Koch: In a typical day, you probably spend less than two hours doing what you do better than anyone else. The rest of your time is tied up in tasks that help your clients, your colleagues or your company. If you could find a way to do what you do best all the time, you could unleash your productivity, enhance your performance, turbo-boost your career and increase your wealth. Koch's 80/20 principles will help you accomplish more by doing less.

The Balanced Scorecard by Robert S. Kaplan: You can't manage what you can't measure. Kaplan discusses how the balanced scorecard can profoundly change the way you measure and manage your company. He offers broad perspective on customer knowledge, internal business processes and ways to promote learning and growth.

The Fifth Discipline: The Art and Practice of the Learning Organization by Peter M. Senge: Senge's management framework draws ideas from fields ranging from science to spirituality. His concept of a learning organization integrates all the functions throughout a company's structure in order to expand its ability to produce.

The Innovator's Dilemma by Clayton M. Christensen: Even the most successful and best-run firms can lose their positions as industry leaders. That's because the same practices that enable a company to succeed also can cause it to fail.

The First 90 Days by Michael Watkins: Do you have a plan for success in your job? Watkins' 10-point plan helps foster success in any new position and reduce the time needed to get a foothold in a new job, whether you're a departmental manager or a CEO.

Digital Deflation by Graham Tanaka:

We're already seeing the signs of economic turnaround. In the second quarter of 2003, productivity soared by an astonishing rate of 6.8 percent. Tanaka examines this new economic environment, reviews how we got here, and explores where we're going.

Built to Last by James C. Collins: What makes the best companies so different from other companies? Collins spent six years studying 18 exceptional businesses and systematically comparing them to similar firms. The result is a set of common principles that offer practical guidance for CEOs, managers, entrepreneurs and professionals who are building or rebuilding businesses for the 21st century.

It's Alive by Christopher Meyer: Turn back the clock to 1976 and imagine what you could have done if you had been able foresee the impact of microprocessors and information technology. Consider what it would have meant for your business, career choices and investments. Meyer alerts you to the converging revolutions going on in biotechnology, nanotechnology and materials science.

How Breakthrough Happens by Andrew Hargadon: *How Breakthrough Happens* shows that revolutionary innovations are not flashes of brilliance from lone inventors or organizations. Meyer explains that innovation is really creatively recombining ideas, people and objects from past efforts to spark new technological revolutions.

Why Not by Barry Nalebuff and Ian

Ayres: *Why not* have telemarketers pay you for your time when you take their call? *Why not* sell a mortgage that automatically refinances when interest rates drop? *Why not* offer insurance that protects homebuyers against market declines in the value of their houses? And *why not* sell a generic first-class postage stamp that remains valid when rates go up? Nalebuff and Ayres have used these examples and others that result from asking "Why not?"

The Influentials by Ed Keller: To persuade the mass market to buy your products and services, you first must win over the influentials. Keller explores activism, connectivity, influence, insatiable curiosity and trendsetting, traits that often make the difference between success and failure for ideas, marketing campaigns and entire companies. As his research shows, they are not necessarily the people you'd expect. This group is not America's richest 10 percent, or the most educated 10 percent, or the 10 percent with the best jobs.

Topgrading by Bradford D. Smart:

Studies reveal that companies hire the wrong person for the job nearly half the time. On average, these mis-hires cost the company 24 times their salaries. It doesn't have to be that way. Smart introduces readers to the topgrading concept, which empowers all other corporate initiatives.

Markets, Mobs and Mayhem by Robert

Menschel: Do you want the ability to make decisions that lead to profits or stay calm in the midst of panic? Menschel explains why it is dangerous to follow the crowd and important to resist popular enthusiasm.

Trout Strategy by Jack Trout: Can you develop the right strategy to win in today's marketplace? Marketing drives business, and great business strategy without proper marketing will often fail in a highly competitive world. Trout discusses the concept of positioning in achieving success and identifies concepts that lead to the success or failure of businesses.

Primal Leadership by Daniel Goleman: If leaders had to be smarter than the people they lead, only business school professors could become CEOs. Goleman explored the idea that the best leaders are not intellectual geniuses but masters of emotions. Whether you lead a small team or a Fortune 500 corporation, his summary demonstrates how to motivate people to achieve high-impact, long-lasting results.